

County of San Diego

Healthy Works

Leadership Team Meeting

Wednesday, June 29, 2012, 9:00am – 11:00am

County Administration Center, 1600 Pacific Highway, San Diego, CA

Minutes

Agenda Item	Presenter	Discussion	Action Items
Welcome and Introductions	Supervisor/Chair Pam Slater-Price	<p>Meeting Purposes:</p> <ul style="list-style-type: none"> Strengthen connections among Leadership Team members Develop a shared understanding of the Leadership Team's framework Learn more about CTG school nutrition activities and CTG communication plan Obtain feedback from Leadership Team members 	
SANDAG Board Presentation Update	Supervisor/Chair Ron Roberts & HHSA Director Nick Macchione	<p>Reviewed the June 8, 2012 presentation at the SANDAG Board meeting. Highlights included:</p> <ul style="list-style-type: none"> The unique partnership between HHSA and SANDAG, recognized by the CDC as a national model The significant accomplishments and key outcomes of the <i>Healthy Works/Communities Putting Prevention to Work</i> program Debrief to SANDAG Board on the ten-year <i>Live Well, San Diego!</i> Initiative Next steps: engage other cities to become involved with <i>Live Well! San Diego</i> as the City of Oceanside has done 	
Findings: Leadership Team Survey & Interviews	Dr. Wooten	<p>Action items from 3/28/12 meeting and status:</p> <ul style="list-style-type: none"> Interview each member to determine their strengths and areas to champion: <i>staff interviewed most members</i> Ask what else members can offer: <i>completed during interviews</i> Create "cheat sheet" with commonly used terms: <i>completed, posted on website</i> Send Outlook invitations for next three meetings: <i>completed</i> Email minutes from March 28 meeting to members: <i>completed</i> <p>Evaluation of the 3/28/12 meeting:</p> <ul style="list-style-type: none"> A majority of members felt the meeting met its stated purpose and information presented was easy to understand A majority felt the agenda was clear and useful, and the information presented was easy to understand. Some felt there was not enough time for discussion. Results of surveys and interviews with members on their options for 	<ol style="list-style-type: none"> Updates to website will be emailed to members. Action Institute to be planned for members. Allocate two hours for quarterly meetings to allow more time for discussion. Provide an update at future meetings for each major Strategic Direction.

		<p>participation were reviewed.</p> <ul style="list-style-type: none"> • Today's and all future meetings will be 2 hours • Proposal: allow for flexibility beyond the quarterly standing Leadership Team meetings to customize requests for members participation. • As opportunities or needs arise, members' responses will be reviewed to match engagement opportunities with members' interests. • See attached PowerPoint presentation 	
Group Discussion:		<ul style="list-style-type: none"> • Members requested ability to review upcoming contract procurement documents (Requests for Information [RFIs]/Requests for Proposals [RFPs]) <ul style="list-style-type: none"> ◦ Response: Advance review or input disqualifies organizations from responding to RFIs/RFPs. Will discuss County procurement processes for RFPs/RFIs at a future meeting. • Members could conduct and present analyses and assist with problem-solving regarding policy, systems and environmental changes and implementation • Members could assist with presentations at town hall meetings 	5. Invite Winston McColl, Director of Purchasing & Contracting to present to Leadership Team on County procurement processes and parameters for RFPs/RFIs
CTG – Strategic Direction 2: Improving School Meals	Vanessa Zajfen (San Diego Unified School District) & Naomi Butler	<p>San Diego Unified School District (SDUSD) presented on:</p> <ul style="list-style-type: none"> • Farm to School program • Healthy School Meal initiative at SDUSD • New National School Lunch Program regulations • Vendors • Continuing challenges • See attached PowerPoint presentation 	
Group Discussion:		<p>Suggestions for SDUSD:</p> <ul style="list-style-type: none"> • Identify a mechanism to share information with other food service directors • Explore how to send information to parents/families on packing healthy lunches for school/work • Dialog with state and schools regarding school meals • Expand Farm to Institution programming into urban areas, including <ul style="list-style-type: none"> • healthcare (hospitals) • Utilize First 5 and libraries for continued nutrition outreach • Relate messages to children and youth through a more familiar medium (example: rap music) 	
CTG – Communication Plan	Dr. Wooten	<p>Communication Plan purpose:</p> <ul style="list-style-type: none"> • Increase public knowledge and awareness of CTG. • Obtain community participation 	

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		<ul style="list-style-type: none">• Add new subscribers to <i>Healthy Works</i> website• Increase number of partners exposed to messages• Establish a communication network• Disseminate updates to partners regularly• Determine total number of partners reached• See attached PowerPoint presentation	
Group Discussion:		<ul style="list-style-type: none">• Use means other than digital media to contact community• Be sure not to confuse community with barrage of numbers in ads• Use familiar and relatable faces to get messages out	
Meeting Adjournment	Supervisor Slater-Price	Upcoming meetings: <ul style="list-style-type: none">• Wednesday, September 12, 2012 2:00PM-4:00PM• Wednesday, December 12, 2012 9:00AM-11:00AM	